

CHAPTER 14: Personality

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Personality Approaches

Psychoanalysis

The Cognitive Social-Cognitive Approach

The Humanistic Approach

The Trait Approach

Personality

- ♦ The word comes from the Latin *persona*, meaning “mask.”
- **Personality**
 - **An individual’s distinct and relatively enduring pattern of thoughts, feelings, motives, and behaviors**

Psychodynamic

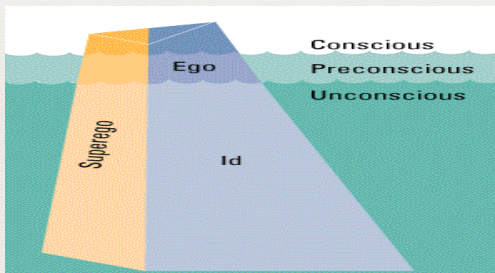
Freud's Theory of Personality

- **Psychoanalysis**
 - Freud's theory of personality and method of psychotherapy, both of which assume that our motives are largely unconscious

Psychoanalysis

Freud's Theory of Personality

The Structure of Personality



Psychoanalysis

Freud's Theory of Personality

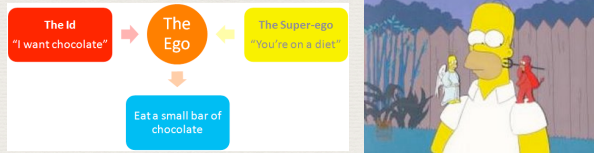
- *The Structure of Personality*
 - **Id**: Operates according to the **pleasure principle**
 - ✦ Primitive and unconscious, hidden from view
 - ✦ Contains basic drives
 - **Ego**: Operates according to the **reality principle**
 - ✦ Mediates the conflict between id and superego
 - **Superego**: Consists of moral ideals and conscience



Psychoanalysis

The Structure of Personality

- **Pleasure Principle:**
 - In psychoanalysis, the id's boundless drive for immediate gratification
- **Reality Principle**
 - In psychoanalysis, the ego's capacity to delay gratification - listen to super-ego



Psychoanalysis

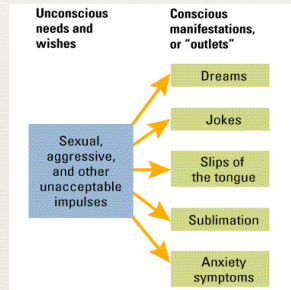
Psychosexual Development

- **Psychosexual Stages**
 - Freud's stages of personality development during which pleasure is derived from different parts of the body
 - **Oral** (the first year of life)
 - **Anal** (ages 2-3)
 - **Phallic** (ages 4-6)
 - ✦ When **Oedipus complex** and **identification** occur
 - **Latency** period (ages 7-12)
 - **Genital** (starting at puberty)

Psychoanalysis

The Psychodynamics of Personality

- ✦ Unconscious sexual and aggressive urges find acceptable forms of expression.



Psychoanalysis

The Dynamics of Personality

- ✦ To minimize the anxiety due to the conflict between the id and the superego, the ego uses **defense mechanisms**.
- ✦ Unconscious methods of minimizing anxiety by denying and distorting reality
 - Repression (forgetting)
 - Denial (ignoring)
 - Projection (attributing to others)
 - Reaction Formation (converting to its opposite)
 - Rationalization (making excuses)
 - Sublimation (channeling into acceptable outlets)



Psychoanalysis

Freud's Legacy

- *Neo-Freudian Theorists*
 - ✦ Carl Jung
 - ✦ Proposed the idea of a **Collective Unconscious**
 - **A kind of memory bank that stores images and ideas that humans have accumulated over the course of evolution**
 - ✦ Alfred Adler
 - ✦ Proposed the idea of the inferiority complex and the notion that social conflicts are important in the development of personality.

Psychoanalysis

Freud's Legacy

- *Neo-Freudian Theorists*
 - ✦ Later generations considered themselves classical Freudians or expanded psychoanalysis in two directions.
 - ✦ One direction focused on social relationships.
 - ✦ The other direction enlarged the role of the ego in personality.

Psychoanalysis

Current Perspectives on Psychoanalysis

- ✦ There are three major criticisms of psychoanalysis:
 - ✦ The theory's portrait of human nature is too bleak.
 - ✦ The theory does not meet acceptable scientific standards.
 - ✦ Research fails to support many of its propositions.

Psychoanalysis

Current Perspectives on Psychoanalysis

- ✦ Two enduring aspects of the theory remain influential:
 - ✦ The view of the mind as an iceberg (i.e., the importance of the unconscious).
 - ✦ The analysis of defense mechanisms, which is supported throughout psychology in studies of attention, thinking, feeling, etc.

The Trait Approach

The Building Blocks of Personality

- **Trait**
 - **A relatively stable predisposition to behave in a certain way**
- **Five-factor Model**
 - **A model of personality that consists of five basic traits:**
 - ✦ Neuroticism, Extraversion, Openness, Agreeableness, and Conscientiousness

The Trait Approach

The Building Blocks of Personality

- ***The Big Five Personality Factors - OCEAN***
 - ✦ Openness- Is a person typically imaginative or conventional?
 - ✦ Conscientiousness- Is a person typically dependable or disorganized?
 - ✦ Extraversion- Is a person typically sociable or cautious?
 - ✦ Agreeableness- Is a person typically sympathetic or ruthless?
 - ✦ Neuroticism- Is a person typically calm or anxious?

The Trait Approach

The Building Blocks of Personality

Gordon Allport

One of his early projects was to go through the dictionary and locate every term that he thought could describe a person. This is known as the "lexical hypothesis." From this, he developed a list of 4500 trait like words. He organized these into three levels of traits.

1. **Cardinal trait** - This is the trait that dominates and shapes a person's behavior. These are rare as most people lack a single theme that shape their lives.
2. **Central trait** - This is a general characteristic found in some degree in every person. These are the basic building blocks that shape most of our behavior although they are not as overwhelming as cardinal traits. An example of a central trait would be honesty.
3. **Secondary trait** - These are characteristics seen only in certain circumstances (such as particular likes or dislikes that a very close friend may know). They must be included to provide a complete picture of human complexity.

The Trait Approach

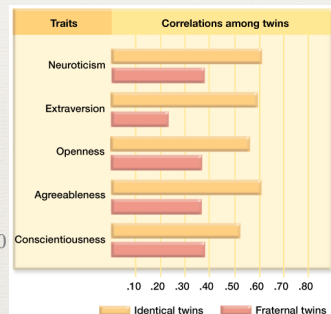
Introversion and Extraversion

- * This is one of the most powerful dimensions of personality and is seen in infants, adults, and all over the world.
- **Extravert**
 - A kind of person who seeks stimulation and is sociable and impulsive
- **Introvert**
 - A kind of person who avoids stimulation and is low-key and cautious

The Trait Approach

Biological Roots of Personality

- * The "Big Five" personality dimensions were measured in 168 pairs of identical twins and 132 pairs of fraternal twins.
- * Results suggest that personality differences in the population are 40 to 50% genetically determined.



The Trait Approach

Perspectives: Do Traits Exist?

- ✦ Three conclusions regarding whether traits exist:
 - Traits are **informative when they are used to predict a collection of behaviors.**
 - **Behavior is a result of complex interactions between individuals and situations.**
 - **Personality traits have stability over time.**
 - Evidence indicates that personality is least stable during childhood.
 - Personalities change less in early adulthood.
 - And, they become most stable after the age of fifty.

The Social- Cognitive Approach

- **Social-Cognitive Learning Theory**
 - **An approach to personality that focuses on social learning (modeling), acquired cognitive factors (expectancies, values), and the person-situation interaction**

The Social-Cognitive Approach

- *Principles of Learning and Behavior*
 - ✦ **Classical Conditioning** - Classical Conditioning can be defined as a type of learning in which a stimulus acquires the capacity to evoke a **reflexive** response that was originally evoked by a different stimulus. - Pavlov
 - ✦ **Operant Conditioning** - a type of learning in which voluntary (controllable; non-reflexive) behavior is strengthened if it is reinforced and weakened if it is punished (or not reinforced) - B.F. Skinner
 - ✦ **Stimulus Generalization** - is the tendency for the conditioned stimulus to evoke similar responses after the response has been conditioned. For example, if a rat has been conditioned to fear a stuffed white rabbit, it will exhibit fear of objects similar to the conditioned stimulus.

The Social-Cognitive Approach

- *Principles of Learning and Behavior (continued)*

- **Discrimination** - is the ability to differentiate between a conditioned stimulus and other stimuli that have not been paired with an unconditioned stimulus. For example, if a bell tone were the conditioned stimulus, discrimination would involve being able to tell the difference between the bell tone and other similar sounds.
- **Extinction** - occurs when the occurrences of a conditioned response decrease or disappear. In classical conditioning, this happens when a conditioned stimulus is no longer paired with an unconditioned stimulus. For example, if the smell of food (the unconditioned stimulus) had been paired with the sound of a whistle (the conditioned stimulus), it would eventually come to evoke the conditioned response of hunger. However, if the unconditioned stimulus (the smell of food) were no longer paired with the conditioned stimulus (the whistle), eventually the conditioned response (hunger) would disappear.

The Social-Cognitive Approach

- *Social-Learning Theory*

- **Modeling**

- The social-learning process by which behavior is observed and imitated

- **Locus (Latin = location) of Control** - belief that individuals can control events that affect them

- The expectancy that one's reinforcements are generally controlled by internal (believe that they control) or external (their environment, higher power or other people) factors

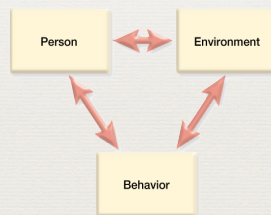
- **Self-Efficacy**

- learned expectations about the probability of success in given situations

The Social-Cognitive Approach

Perspectives on Social-Cognitive Theory

- Albert Bandura coined **Reciprocal Determinism** - behavior, external environment and personal factors (thoughts, feelings, & biological events) are a constant web of mutual influence = Personality



Reciprocal Determinism

The Humanistic Approach

- **Humanistic Theory**

- An approach to personality that focuses on the self, subjective experience, and the capacity for fulfillment



The Humanistic Approach

Carl Rogers

- **Unconditional Positive Regard**

- The acceptance and love one receives from significant others is unqualified

- **Conditional Positive Regard**

- The acceptance and love one receives from significant others is contingent upon one's behavior

The Humanistic Approach

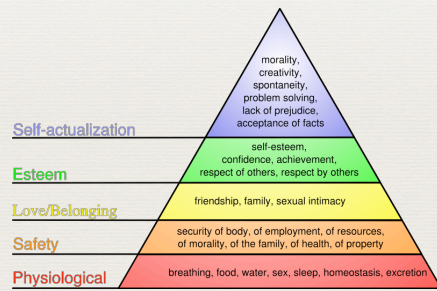
Carl Rogers

- **Self-Esteem**
 - A positive or negative evaluation of the self
- **Self-Schemas**
 - Specific beliefs about the self that influence how people interpret self-relevant information

The Humanistic Approach

Abraham Maslow

The State of Self-Actualization



The Humanistic Approach

Perspectives on the Humanistic Approach

- ✦ Praise for the Humanistic Approach
 - ✦ For the idea that people are inherently good
 - ✦ For placing importance on conscious mental experience
 - ✦ For the idea that the self-concept is the heart of personality

The Humanistic Approach

Perspectives on the Humanistic Approach

- ✦ Criticisms of the Humanistic Approach
 - ✦ For taking people's self-report statements at face value
 - ✦ For being too optimistic about human nature and ignoring human capacity for evil
 - ✦ For promoting self-indulgence

Assessing Personality

- **Projective Tests**
 - Allow people to “project” unconscious (Freudian / psychodynamic) needs, wishes, and conflicts onto ambiguous stimuli
- **Objective Tests**
 - Contain clearly stated items that relate to a person's thoughts, feelings or behavior (Do you like parties?)
 - Administered using multiple-choice or true-false & machine scored

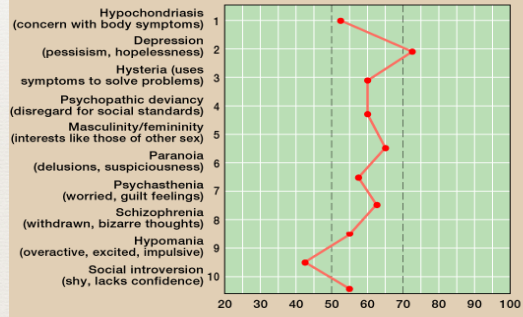
Assessing Personality

Objective Example

- ***Minnesota Multiphasic Personality Inventory (MMPI)***
 - A large scale test designed to measure a multitude of psychological disorders and personality traits
 - ✦ Most widely used personality instrument
 - ✦ Now the MMPI - 2
 - ✦ Used in clinical and employment settings
 - ✦ Easy to administer and relatively objective
 - ✦ Caution should be used when interpreting the responses of people from different cultures

The Trait Approach

Clinical Scales of the MMPI



Assessing Personality

– Rorschach Projective Examples

- A test in which people are asked to report what they see in a set of inkblots

– Thematic Apperception Test (TAT)

- A test in which people are asked to make up stories from a set of ambiguous pictures

